

Avaya Solution & Interoperability Test Lab

Application Notes for WEBTEXT SMS Smart Notifications Service Version 3.0 with Avaya Proactive Outreach Manager 4.0 and Avaya Aura® Experience Portal 8.0 - Issue 1.0

Abstract

These Application Notes describe the configuration steps required for WEBTEXT SMS Smart Notification Service with Avaya Proactive Outreach Manager 4.0 and Avaya Aura® Experience Portal 8.0. The service allows Proactive Outreach Manager campaigns to send and receive SMS messages.

Readers should pay attention to Section 2, in particular the scope of testing as outlined in Section 2.1 as well as any observations noted in Section 2.2, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab.

1. Introduction

These Application Notes describe the configuration steps required for WEBTEXT Smart Notification Service with Avaya Proactive Outreach Manager 4.0 and Avaya Aura® Experience Portal 8.0. The service allows Proactive Outreach Manager campaigns to send and receive SMS messages.

WEBTEXT is a CPaaS with a focus on Enterprise Messaging and Cloud Applications. WEBTEXT gives customers the option to use messaging in support of voice while providing advanced cloud campaign managers & omnichannel applications. WEBTEXT's Smart Notifications integrates with the Avaya Experience Portal and Proactive Outreach Manager platform to enable 2-way messaging with ALL messaging replies to automated messages sent from the business system returned by the WEBTEXT gateway to the business system.

2. General Test Approach and Test Results

Interoperability testing contained functional tests mentioned in **Section 2.1**. All test cases were performed manually. The serviceability test cases were performed manually by restarting the Experience Portal and Proactive Outreach Manager systems and disconnecting/reconnecting the network to the Experience Portal system.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

Avaya recommends our customers implement Avaya solutions using appropriate security and encryption capabilities enabled by our products. The testing referenced in these DevConnect Application Notes included the enablement of supported encryption capabilities in the Avaya products. Readers should consult the appropriate Avaya product documentation for further information regarding security and encryption capabilities supported by those Avaya products.

Support for these security and encryption capabilities in any non-Avaya solution component is the responsibility of each individual vendor. Readers should consult the appropriate vendor-supplied product documentation for more information regarding those products.

For the testing associated with these Application Notes, the interface between Avaya system and WEBTEXT system did not use secure encryption feature as requested WEBTEXT.

2.1. Interoperability Compliance Testing

The interoperability compliance test included feature and serviceability testing. Feature testing included the validation of the following:

- Verification of connectivity between SMS Gateway Service and Experience Portal.
- Verification that (outbound) SMS Messages route promptly to the correct recipient via the WEBTEXT SMS Gateway.
- Verification that (inbound) SMS Messages route promptly to AEP/POM platform from recipients via the WEBTEXT SMS Gateway.
- Link Failure\Recovery was also tested to ensure successful reconnection after link failure.
- Scenarios included.
 - Sending long, short, blank messages
 - Receiving inbound messages
 - Sending non alphanumeric characters messages
- Recovery from disconnect of service.

2.2. Test Results

All test cases were executed and verified.

2.3. Support

Support for WEBTEXT can be obtained through the following:

- Address: 36E Main St., Suite 201, Norristown, PA 19401 U.S.A
- Tel: +1 (855)247 3232
- Email: support@webtext.com
- Website: https://www.webtext.com/

3. Reference Configuration

Figure illustrates the network topology used during compliance testing. The Avaya solution consists of Experience Portal and Proactive Outreach Manager. The Experience Portal is configured to connect the SMS Gateway Service via SMPP.

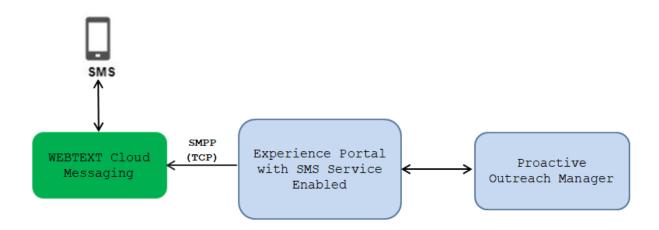


Figure 1: Avaya Aura® Experience Portal, Proactive Outreach Manager and SMS Gateway Service Reference Configuration

4. Equipment and Software Validated

The following equipment and software were used for the sample configuration provided:

Equipment/Software	Release/Version
Avaya Aura® Experience Portal running on Virtual Environment	8.0.0.0.1217
Avaya Outreach Manager running on Virtual Environment	04.00.00.00.00.248
WEBTEXT Smart Notification Service	3.0

5. Configure Avaya Aura® Experience Portal

Configuration and verification operations on the Experience Portal illustrated in this section were all performed using either the Experience Portal Management web interface or an SSH connection to the server. The information provided in this section describes the configuration of Experience Portal for this solution. It is implied a working system is already in place, including Media Processing Platform, Apache Tomcat application server. Installation of POM applications is also out with the scope of this document. For all other provisioning information such as initial installation and configuration, please refer to the product documentation in **Section 9**. The configuration operations described in this section can be summarized as follows:

- Add SMS Processor
- Add SMPP Connection
- Configure Application Settings

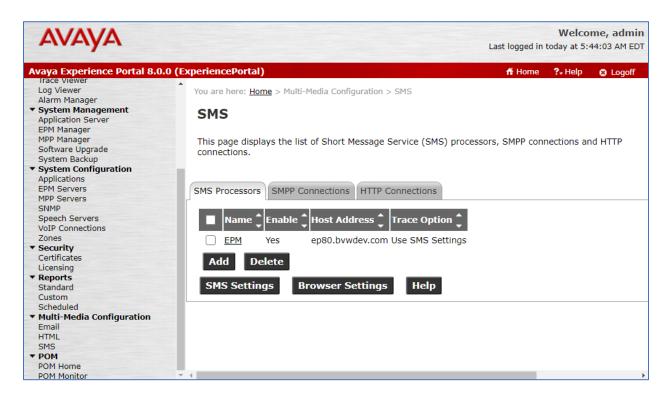
5.1. Add SMS Processor

To allow Proactive Outreach Manager to run an SMS campaign, Experience Portal requires an SMS processor.

Log into the Experience Portal Manager web interface.



From the left hand menu go to **Multi-Media Configuration** → SMS. On the SMS Processors tab click on **Add** button.



Add a **Name** and Select the Primary Experience Portal from the **Host Address** drop down. Click on **Save** to commit the changes.

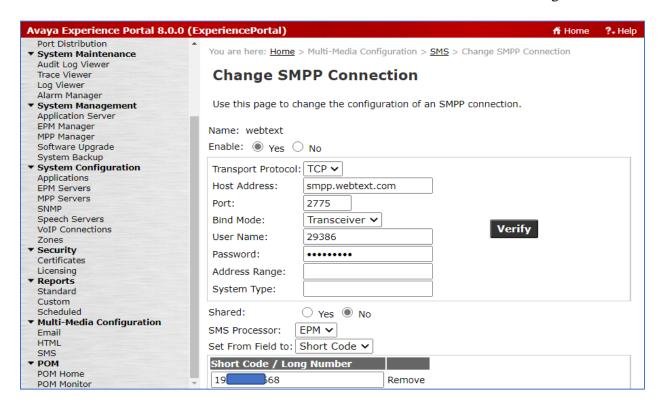


5.2. Add SMPP Connection.

Click on the **SMPP Connections** tab and click on **Add**.

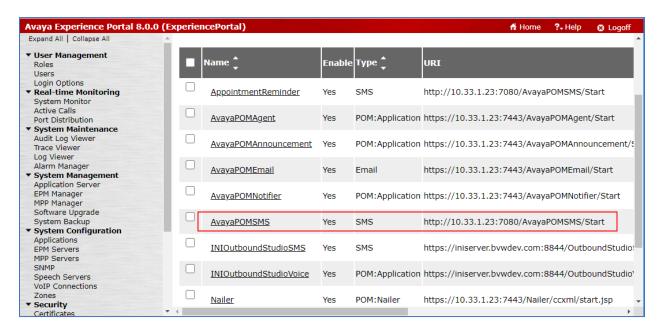


Connection details for the SMS Gateway Service will be provided by WEBTEXT and used here to establish the connection. Give the SMPP connection a **Name**. Enter the **Host Address**, **Port**, **Bind Mode**, **User Name**, **Password**, and **Set From Field to**: **Short Code** of the SMS Gateway Service. Select the **SMS Processor** added above and click on **Save** to commit changes.

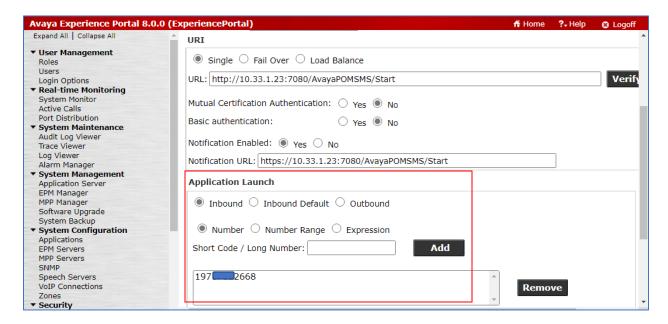


5.3. Configure Application Settings

The Short code number above must now be entered in the AvayaPOMSMS application that will have been added as part of the Proactive Outreach Manager installation. From the left hand menu select **System Configuration** → **Application**. Click on the **AvayaPOMSMS** application.

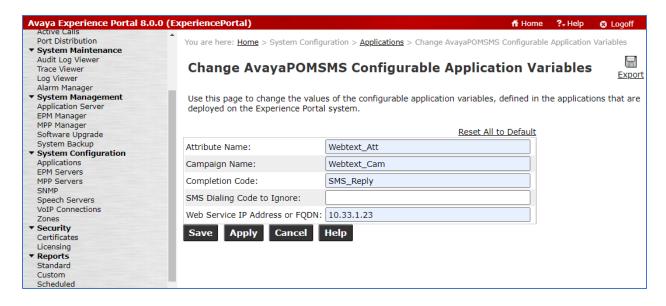


In the application Launch section set the application to **Inbound**, **Number** and enter the number used for Short Code in the SMPP configuration next to **Short Code / Long Number** and click on **Add** to move it to the numbers that can be used. Click on **Save** to commit Changes (not shown).



Note: When using multiple SMS Campaigns multiple numbers can be used by this application to allow Proactive Outreach Manager to route SMS message replies depending on reply number. These numbers must be activated by WEBTEXT.

When returned to the Application List click on the AvayaPOMSMS application Configurable Application Variables (little Pencil Icon). These variables are used to route calls back to the POM Campaign when a reply is made. Enter an Attribute Name, the Campaign Name configured in Section 6, the Completion Code sent to the POM Campaign and the Web Service IP Address (This is the address of the server running POM).

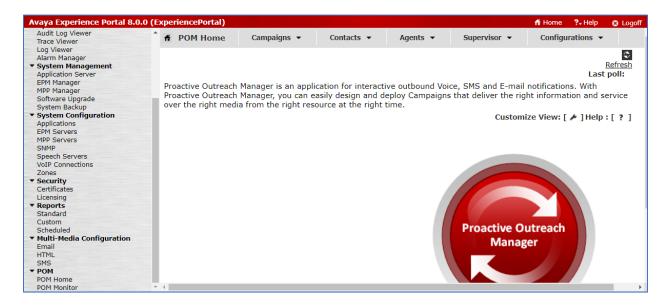


6. Configure Proactive Outreach Manager Campaign

This section describes the steps required to create a basic campaign for sending SMS Messages using the SMS Gateway Service.

6.1. Navigate to POM home page

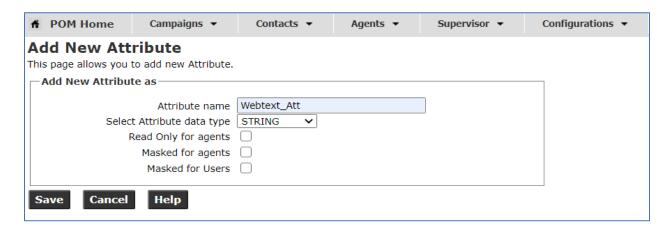
From the left hand menu select $POM \rightarrow POM$ Home. The POM homepage displays as below.



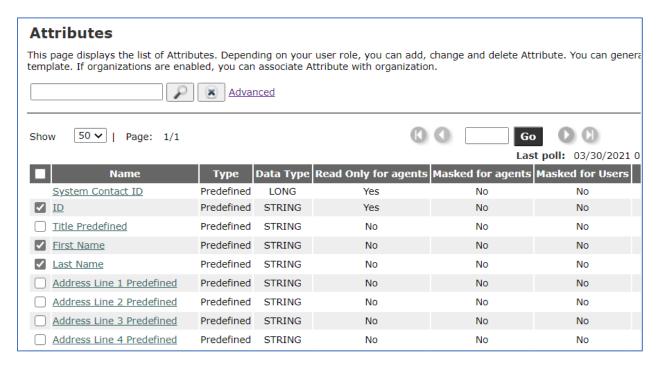
6.2. Create a Contact List

A contact attribute was created to store SMS message replied from recipient. To create a contact attribute, navigate to **Contacts** \rightarrow **Attributes**, click on **Add**. The **Add New Attribute** window is displayed, enter an attribute name and select the data type as **STRING** as shown in the screenshot below.

Click **Save** button to save the change.



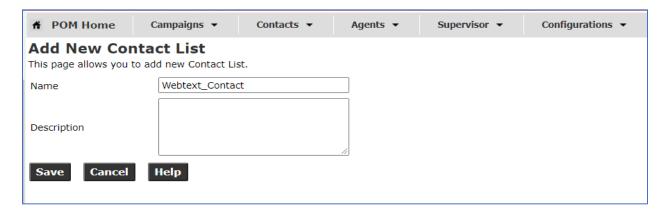
A contact list can be added based on a CSV template. In order to generate a CSV template, select Contacts → Attributes. In the list of attributes, select name of attributes that is needed for the contact list. In the testing, the attribute ID, First Name, Last Name, Phone1, and Webtext_Att were used for the contact list. Select Generate CSV Template button (not shown) to generate this template.



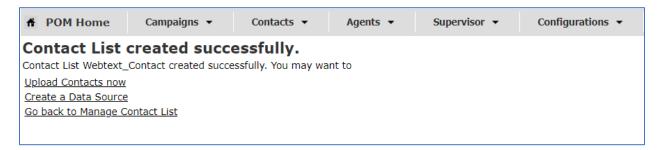
Open the **ContactsTemplates.csv** file and update the contact as shown in the table below.

Id, firstname, lastname, phonenumber1
1, Contact, One, 16139172548
2, Contact, Two, 14234689369

Navigate to Contacts → Contact List and select Add. The Add New Contact List window is displayed, enter a name in the Name field and select Save.



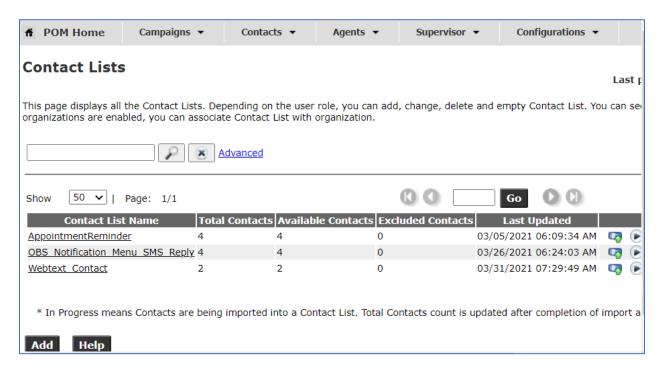
The Contact List created successfully message is displayed along with three selections. Select the Upload Contacts now link to upload the contact by using the CSV file above.



The **Upload Contacts** popup displays, select **Choose File** button to browse to the CSV file, select **Import Contacts** option in the **What to Do** section and select Upload button (not shown).

Upload Contacts	
Select the file that contains the Contacts you wish to upload or exclude. You can upload any comma delimited file. Contacts from the file will be imported or excluded from the selected Contact List depending on the Import Contacts or Exclude Contacts option selected. File to upload: Choose File ContactsTemplate.csv	
What to Do	
Import Contacts	
Exclude Contacts	
Advanced Options	
Empty Contact List before import	
Pause Associated Campaigns if Emptying Contact List	
Ignore Active Exclude Contacts if Emptying Contact List	
Ignore Callback On Contacts if Emptying Contact List	
Automatically update time zone for phone numbers	
Check phone numbers for reject patterns	
Check phone numbers for phone formats rule	

The screen below shows the contact list **Webtext_Contact** with two entries imported successfully.



6.3. Create Campaign Strategy

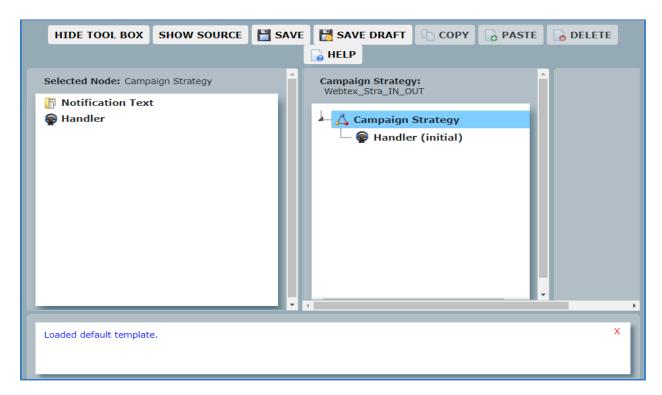
To create a campaign strategy, navigate to Campaign → Campaign Strategies, the Campaign Strategies page displays, select Add.



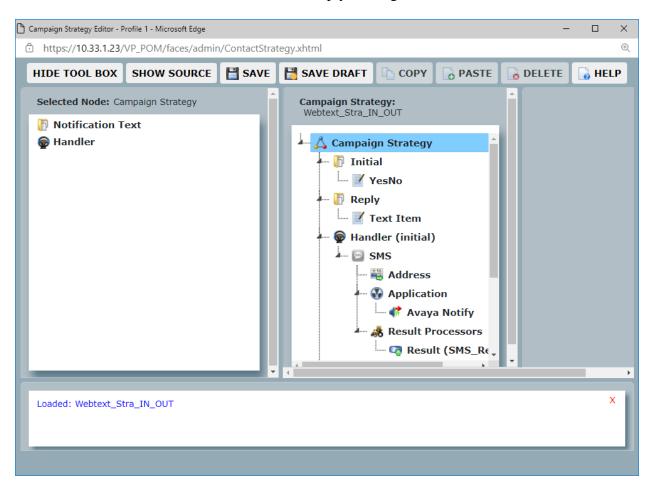
Enter a strategy name in the **Name** field and select **Continue**. In the testing, the campaign strategy name was "Webtext Stra IN OUT".



The Campaign Strategy Editor window displays as shown in the screen below.



In the testing, the campaign strategy below was used. It will send SMS message to all recipients in the contact list as well as receive their SMS reply messages.



6.4. Create Campaign

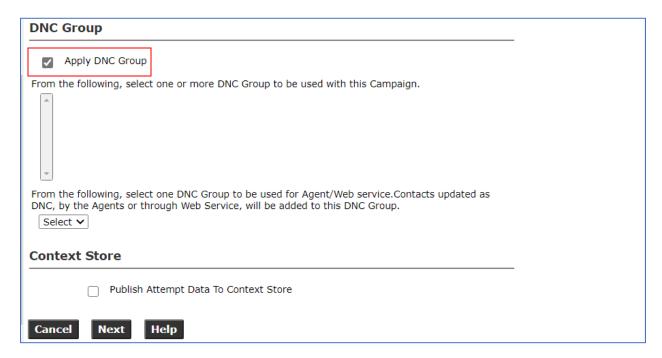
To create a campaign strategy, navigate to Campaign → Campaign Manager, the Campaign Manager page displays, select Add (not shown). The Create Campaign window displays, enter a name in the Name field and click Continue.



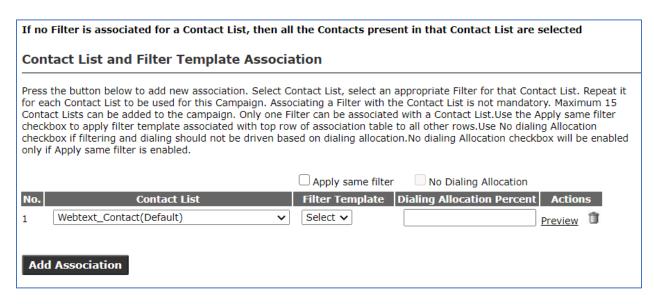
In the Campaign Strategy section, select the campaign strategy "Webtext_Stra_IN_OUT" created in Section 6.2 from the list and select the option Finite in the Campaign type.



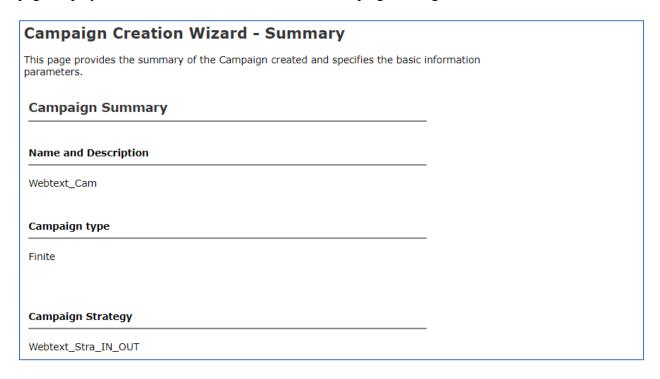
In the **DNC Group** section, remove the check mark in the **Apply DNC Group** and select **Next**.



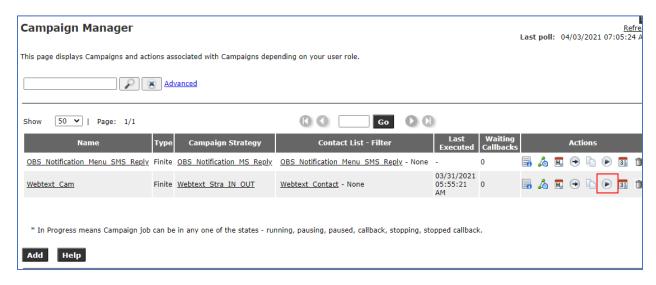
In the Contact List and Filter Template Association section, select Add Association and in the entry No.1 select the contact list "Webtex_Contact" that is created in Section 6.2.



Select **Finish** (not shown) to complete the creation. The Campaign Creation Wizard – Summary page displays to summarize the selections of the campaign manager.



To run the campaign, select the play icon in the **Actions** column.



7. Configure WEBTEXT SMS Service

WEBTEXT is responsible for the configuration of SMS messaging service in their portal. They will provide the customer the necessary information to configure the WEBTEXT SMS Service from the enterprise site to their network, including:

- WEBTEXT will provide an LOA (Letter of Authority) document that will need to
 include the phone numbers to be enabled for messaging and signed prior to any accounts
 being created. The LOA gives WEBTEXT permission to enable your toll or toll free
 numbers with SMS/MMS. Note the Voice service on these numbers that are enabled will
 not be affected in anyway.
- Obtain an SMPP/HTTP account with WEBTEXT. Customer will need to open port 2775 for TCP and 3550 for TLS via SMPP and port 80/443 via HTTP/HTTPS, and the messages would be only one way. WEBTEXT needs customer's public facing IP address to grant the access before attempting to connect to the WEBTEXT SMS Gateway.

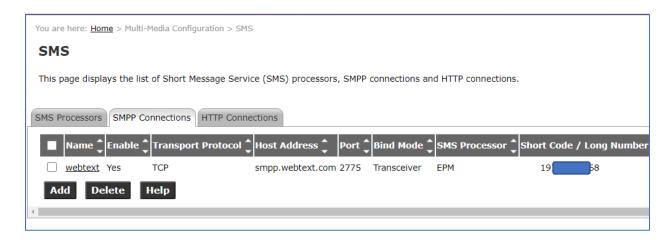
8. Verification and Troubleshooting

This section provides verification steps that may be performed in the field to verify that the solution is configured properly. This section also provides a list of commands that can be used to troubleshoot the solution.

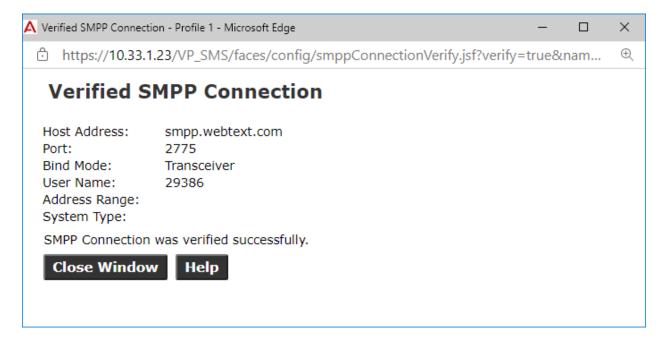
8.1. Verify SMPP Connection

To verify the SMPP connection to the Webtext SMS gateway service, navigate to **Multi-Media**Configuration → SMS → SMPP Connections. Select the name "webtext" in the SMPP

Connections tab.



In the **Change SMPP Connection** page (not shown), select **Verify** button. The **Verify SMPP Connection** window displays, select **Verify** button (not shown), if the SMPP connection to the Webtext host address is up it will show as verified successfully.



To verify the received SMS message, open the contact list that is associated with the campaign manager, and verify in the message in the **Webtext_Att** column. It should show the reply message from the recipient.



9. Conclusion

These Application Notes describe the compliance tested configuration used to validate WEBTEXT SMS Gateway Service v3.0 with Avaya Aura® Experience Portal Version 8.0 and Avaya Proactive Outreach Manager 4.0. A set of feature and functional test cases were performed during compliance testing. WEBTEXT SMS Gateway Service is considered compliant with Avaya Proactive Outreach Manager. The entire test cases have passed with any issues and observations outlined in **Section 2.2**.

10. Additional References

Documentation related to Avaya can be obtained from https://support.avaya.com.

- [1] Avaya Proactive Outreach Manager Integration, Release 4.0, Issue 1, December 2020
- [2] Avaya Experience Portal Administering, Release 8.0, October_2020
- [3] Implementing Avaya Proactive Outreach Manager, Release 4.0, Issue 1, December 2020

Documentation related to WEBTEXT can be obtained from https://www.webtext.com/ Avaya Breeze or Oceana WEBTEXT Connector Implementation Guide v3.5 January 2019

©2021 Avaya Inc. All Rights Reserved.

Avaya and the Avaya Logo are trademarks of Avaya Inc. All trademarks identified by ® and TM are registered trademarks or trademarks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners. The information provided in these Application Notes is subject to change without notice. The configurations, technical data, and recommendations provided in these Application Notes are believed to be accurate and dependable, but are presented without express or implied warranty. Users are responsible for their application of any products specified in these Application Notes.

Please e-mail any questions or comments pertaining to these Application Notes along with the full title name and filename, located in the lower right corner, directly to the Avaya DevConnect Program at devconnect@avaya.com.